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**BEST AVAILABLE COPY**

SIR:

The undersigned reissue applicants, (1) Bill L. Davis, residing at 1126 Tipton Road, Irving, Texas 75060; and (2) Jesse S. Williamson, residing at 5728 Caruth, Dallas, Texas 75298, and both being United States citizens, declare that:

1. We are the same joint declarants of a REISSUE DECLARATION executed on or about May 20, 1999, and of a SUPPLEMENTAL REISSUE DECLARATION executed March 9, 2000, and wish again to reaffirm our affirmation that we believe ourselves to be the original, first and joint inventors of the invention described and claimed, and of the invention and discovery described, in United States Patent No. 4,630,363, for which we seek reissue. We also executed a Joint Declaration Under 37 C.F.R. §1.57(b) on May 20, 1999 ("the Rule 57 declaration").

2. We have reviewed the Office Action dated February 8, 2000, mailed February 9, 2000 and note the Examiner's rejection of Claims 1-6, 9-20, 22-25 and 28-38 (Office Action at page 7) allegedly as anticipated under 35 U.S.C. §102(e) in view of DeMoore et al., U.S. Patent No. 5,960,713 and of Claims 7-8, 21, 26, 27 and 39-87 (Office Action page 8) under 35 U.S.C. §103(a) as allegedly obvious over the same DeMoore et al. We filed an Amendment under 37 C.F.R. §1.111 on April 7, 2000 and wish again to note our beliefs as we stated in said Amendment that DeMoore et al's '713 patent is one of three issued U.S. patents all based on a common specification filed October 2, 1995 and that DeMoore's specification Serial No. 08/435,798 is radically different, having different description of the invention and different:

figures than the '713 patent, so that DeMoore et al. cannot be entitled to the May 4, 1995 filing date of Serial No. 08/435,798. We believe any fair examination of Serial No. 08/435,798 by one of ordinary skill in the art will lead said artisan to the conclusion that Serial No. 08/435,798 does not describe nor provide an enabling teaching of any of the claims of the '713 patent and therefore cannot place the artisan in possession of the '713 claimed invention. The '713 patent is a semi-permanent conversion of an offset lithographic printing press for flexographic production. This non-retractable unit applies coating to a flexographic plate mounted on either the plate or blanket cylinder of an offset lithographic printing press for direct or indirect (offset) flexography. The '713 patent does not use a cantilevered device as shown in Serial 08/435,798 or any other retractable mechanism and, in fact, teaches away from Serial 08/435,798. We also wish to note REISSUE APPLICANTS' MEMORANDUM CONCERNING THE PRIOR ART AND THEIR POSITION ON PATENTABILITY (the "MEMORANDUM") and the attached declarations thereto of Baker, Bird (two declarations), Brown and Garner.

3. As corroborated by the Declaration (attached to the MEMORANDUM) of former PRI salesman Steve Baker, executed November 3, 1999 and paragraphs 5-8 thereof, we met with Steve Baker at an Atlanta restaurant (Morton's Steakhouse) in the late evening on a Sunday in late July, 1994 and disclosed to him the broad aspects of our invention to-wit, that Williamson Printing Corporation's ("WPC's") proprietary "WIMS" process (now U.S. pat. 5,370,976) could be improved by employing flexography at a printing station we designated as "upstream" of one or more printing stations of an offset lithographic press that we would receive from Heidelberg Drucksmaschinen A.G. ("Heidelberg").

4. In fact, we had first conceived of this process upon the return of Jesse Williamson to the United States from Germany in late May, 1992. The conception was inspired -- at least in part -- by Jesse Williamson's observation of printing with an anilox roller at the coating tower at the plant of M.A.N. - Roland in Offenbach, Germany in late May 1992. In later '92 or early '93, WPC undertook a lengthy study to determine what presses WPC would purchase to replace its existing outdated presses. Until this study was completed and new presses were installed, it was not practical to reduce to practice our '363 process. As of the time of the restaurant meeting with Baker, we had then just returned from Germany and had already reached an oral agreement that WPC would purchase a number of offset lithographic presses from Heidelberg's United States subsidiary, Heidelberg U.S.A. ("Heidelberg").

5. As of the time of the July 1994 meeting, WPC, reissue applicants' assignee had settled a lawsuit with Steve Baker's then employer, Printing Research Corporation ("PRI"). Part of the settlement involved an obligation on the part of WPC to buy an agreed dollar amount of equipment and/or supplies from PRI. WPC had committed in early August 1994 to purchase dryer equipment from PRI for a line of Heidelberg printing presses to be installed at WPC starting in late 1994 running well into 1995. In fact, as part of the Atlanta trip, of the undersigned, Jesse Williamson was shown by Steve Baker a PRI-constructed HV interstation

drier at a local carton printer manufacturer in the Atlanta area. The undersigned reissue applicants also disclosed to Steve Baker WPC's proprietary "WIMS" process - later to become U.S. Pat. 5,370,976 - concerning the printing of metallic inks. We informed Steve Baker that a patent application was pending concerning the "WIMS" process. We showed Steve Baker some Rolex watch advertisements that were part of some jewelry catalogues that were printed by the WIMS '976 process. Jesse Williamson picked up the bill for dinner, even though Steve Baker was the salesman trying to sell WPC equipment.

6. We told Steve Baker at the Atlanta restaurant that we had conceived an invention to improve the WIMS process to make the metallic inks printed appear even more brilliant. As stated above, we told Steve Baker that we wanted to use flexography at a printing station we designated "upstream" - perhaps even the first station --- of one or more printing stations of an offset lithographic press that WPC would receive from Heidelberg. We mentioned several ways in which this could be done --- by a dedicated flexographic station which would replace an existing lithographic station, by a bolt-on manually added (like a "T-head", modified) device that would be used on a run-by-run basis, or a retractable or "rack-back" mechanism sold in the trade, which would have to be modified for "upstream" use. We mentioned that with respect to the rack-back option, that we would have like a retractable mechanism with an anilox roller and a chambered doctor. We would employ state-of-the-art flexographic plates. We mentioned that we had seen the use of some of these flexographic plates in Germany in late May 1992 and again in July 1994 and that a number of companies sold high-resolution plates which would work in our new process. We asked Steve Baker whether or not PRI was interested in supplying these types of rack-back or retractable devices. Steve Baker told us that PRI had available for modification an end-of-press rack-back, not dissimilar to (a) Dahlgren International's end-of-press device currently sold and (b) other devices which were sold by PRI's competitors. We were told PRI's rack-back was developed by PRI employee, John Bird, when John Bird was employed previously at another company in the eastern part of the United States. We had seen rack-back literature as of 1994 from a number of companies, including Dahlgren, Oxy-Dry, IBC, Rapidac, IVT, Epic, and PRI. Dahlgren had sold rack-backs for many years with anilox rollers, and on request, supplied a chambered doctor to units ordered. Any one of a number of rack-back vendors could have easily altered their end-of-press rack backs to make same an interstation device as of 1994.

7. We indicated to Steve Baker that we wanted to run some tests at Printing Research using the retractable equipment which might be modified for interstation use. These tests - conducted for WPC occurred later in 1994, specifically in October and December, as we recall. The tests concerned spot coating of selected images, including the application of metallics (our specialty in view of WIMS '976), opaque colors and encapsulated essences, as well as the evaluation of the resolution of flexographic plates. From approximately August to early October 1994, we investigated several flexographic plate manufacturers (DuPont, BASF and W.R. Grace

(Polyfibrion)) that supplied WPC with the flexographic plate technology used in the October and December 1994 tests at PRI. The plates were made at Chicago Lithoplate and Wilson Engraving using raw plate materials supplied by the manufacturers and negatives supplied by WPC. For these tests at PRI, we supplied the substrates, the flexographic plates, the subject matter for the plates (selected films from previous jobs), and the flexographic inks and coatings. The tests were conducted at PRI at Bill Davis' direction. The December 1994 tests continued the October tests, and were also under Bill Davis' direction. We had much earlier, in our July 1994 trip to Germany, begun our investigation of the manufacture of flexographic printing plates, which included, in due course, discussions with the foregoing plate manufacturers.

8. In a series of meetings and conferences, which started on or about August 18, 1994, we conveyed to John Bird details of the '363 process we wanted implemented by a modified "rack-back" device to go "upstream", together with these tests we wanted run in the fall of 1994 using the 2-color press at PRI. Specifically, among other things, we disclosed to Bird (a) the resolution requirements for flexographic plates for our process, (b) requirements for anilox rollers, including line screening count ranges and minimums, and the availability of anilox rollers having desired features, (c) the WIMS '976 process (now U.S. Patent 5,370,976), (d) the problems with the printing of metallic/whites/opaque/encapsulated essences/and various other coatings with WIMS '976, (e) our desire that the flexographic plates be mounted to the blanket cylinder, (f) our uses of and requirements for flexographic inks and coatings, (g) half-tone printing, and (h) drying requirements for the new process. These matters were discussed in various meetings with Bird starting in August 1994 and proceeding through very late 1994 into early 1995. We notice in a review of the application filed as Serial No. 08/435,798 and its European equivalent EP 741,025 (A2) that the process aspects of this application filed in the name of three PRI employees, including Bird, discloses process features we told Baker and Bird from July 1994 through the end of 1994. We do not believe that any of the important process aspects taught in the PRI application pertaining to the '363 claimed invention originated with anyone other than the undersigned, through Bird and Baker. PRI derived the process aspects of their May 4, 1995 priority patent application from us.

9. As stated, Bill Davis conducted and supervised the fall 1994 tests at PRI using flexographic plates, inks and coatings supplied by WPC. WPC did not enter into a formal written understanding committing PRI to build for us any rack-back devices of any type prior to February, 1995, after we returned from Germany in January 1995, where we successfully simulated the '363 process, although we told PRI and Baker (and later Bird) from July 1994 forward that PRI would be in the running for the business if PRI made such an interstation device.

10. We were never told at any time prior to early 1999 by anyone at PRI that anyone at PRI thought some PRI employee had conceived the '363 process. We clearly came up with the process, as is corroborated by the Baker and Bird declarations. We even informed WPC's

Chairman, Jerry Williamson, of some of the prospective advantages of the process. Note the internal memorandum of November 18, 1994, paragraph no. 6 on page one, the first document of group **Exhibit A**, and a later memorandum dated December 16, 1994, item two.

11. Starting in the late summer of 1994, we had a parallel track we were pursuing concerning the development of our invention as we did not know whether PRI would perform, wanted to perform, or would be price competitive with a modified rack-back. We had disclosed the invention to Heidelberg U.S.A.'s salesman Scott Brown no later than August 5, 1994 - flexography being performed first followed by offset lithography, all in one pass. We explained, as we had done to Steve Baker, the various options of having this done, e.g., a dedicated station, a mounted unit, or an auxiliary retractable unit. We explained to Scott Brown that we wanted a simulation of the invention (flexography printed first followed by lithography in a second pass), and Heidelberger originally scheduled the simulations the week of December 10, 1994. See **Exhibits B and C**. Because of the holidays, this simulation was rescheduled for January 20-21, 1995. The tests were carefully planned. (**Exhibit J**). BASF supplied the flexographic plate making equipment for our tests in Germany, even sent WPC a proposal in the first part of October, 1994. (**Exhibit D**)

12. On January 20-21, 1995 the first simulated reductions took place in Germany. The day-long tests on January 20, 1995 involved comparisons of the results of the new WIMS improved process (or "WIMS II") over the old process and involved rerunning some established WPC advertisements made for Rolex, some art work involving a 1957 Chevrolet bumper grill, an apple of some configuration, a memorable portion of an automobile brochure comprising a silver Lexus driving on a wet cobblestone road (having a shimmery look with a gold reflection off of puddles on the cobblestone), and finally some test-type patterns, to be run through the press, first with one or more flexography runs using an anilox roller and the BASF flexographic plates obtained for us at our request from Scott Brown of Heidelberg U.S.A., and followed up by offset lithography. With respect to the Lexus brochure portion, the multiple hues of the gold and silver metallic, blended with the natural wet cobblestones, were most impressive. The tests took all day from early in the morning until well after dark, and continued the next day. We directed the work of the German Heidelberger Druckmaschinen A.G. technicians. There was unusual brilliance for the metallic inks involved, and without distortion. Several hundred impressions were printed, and sent through the presses in multiple passes, with the flexography step being done first, as the anilox roller existed end-of-press on the coating tower. The second day, January 21, 1995, involved more tests. The results - especially comparing the older results of the WIMS process with the new, improved process were very, very impressive - the enhanced brilliance of the metallic colors in the Rolex advertisement and the Lexus brochure were especially memorable, as the impressions had a sheen that was clearly of more brilliance than the older WIMS counterpart impressions. Note a copy of one of the first Rolex advertisement sheets produced by a simulation of the invention, **Exhibit E**. No one attended the tests from PRI, but

we told PRI executive Garner of the results that day since he was also in Heidelberg on business and we happened to see him at his hotel.

13. Also, in January 1995, a meeting took place in Conference Room E at WPC, which was attended by the undersigned reissue applicants, as well as John Bird and Steve Baker of PRI. At this meeting, Jesse Williamson told Bird and Steve Baker that he (Williamson) and Davis were going to file a patent application on their new process.

14. By early February, we decided to go with the modified PRI rack-back, rather than having a dedicated flexography station manufactured by Heidelberger. PRI wanted to install an experimental "short-arm," end-of-press prototype device on the first Heidelberg press to arrive at WPC for what they described as for their own purposes. This experimental "short arm", cantilevered device was provided to WPC at no charge and was installed on the tower coater of the new Heidelberg 7-color press in late February, 1995. By March 4 or so, we had Heidelberg executives and the foreign press in Dallas, some of whom saw the first U.S.A. simulation of the invention on March 4, 1995. There was even a publication of this "WIMS II" ('363) simulation - see group **Exhibit F**. Later on March 20, 1995, we ran the first commercial job using a simulation of the '363 invention for a Washington D.C. client - Mills Davis and Hi-Fi Color (the so-called "Brian Liester" poster), for which WPC won an award at the PIA's Premier Print Awards in late 1995 in Chicago, Illinois. Later off-line simulations occurred in May 1995 for Wolstenholme - a brochure ("Take a Ride With WIMS") for 1995 DRUPA - and the Dallas Opera in July 1995 ("Madame Butterfly").

15. Although we had orally committed by early February 1995 to purchase from PRI modified rack-back devices (See **Exhibit H**) to carry out the '363 process, PRI's confirmatory letter for a time table for installation of the first interstation device was not transmitted to WPC until May 12, 1995, setting 90 days for completion. (See **Exhibit G**). This first "long-arm", or automated unit, was actually installed in late August 1995 or early September 1995, and to the best of our knowledge the first actual in-line reduction of the invention occurred at WPC in mid-September, 1995.

16. As indicated, we told PRI representatives in January, 1995 that we were going to file a patent application on our process. From early May 1995 until the filing date of our application in mid-August, 1995, we recall we were involved in the drafting and redrafting of a patent application with our attorney Al Hall, the drafts of which we assert our attorney-client privilege. See '363 privilege list for May 4, 1995 - August 14, 1995, **Exhibit I**. According to this privilege list, there were at least three drafts of the patent application, consistent with what we recall. Pertaining to the '363 invention, the time period from May 3, 1995 to our filing date in August 1995 was consumed by said patent drafting activity, simulations of the process, and anticipated installation of the first '363 interstation device.

17. Paragraph 3 of our Rule 57 declaration executed May 20 1999, states, in part, that  
"[i]n approximately December 1994, Petitioners requested  
Printing Research to design and install on the tower coater at the

end of Williamson Printing's seven-color press an experimental flexographic printer/coater having an anilox roller."

For several reasons, as explained below, this statement is in error. First, we now know they we never requested the construction of an experimental unit. Second, following the disclosure of the '363 process to Steve Baker in the summer of 1994, we expressed our desire to Steve Baker, John Bird and others at PRI to obtain a retractable printer/coater with an anilox roller and a chambered doctor for upstream use with the '363 process. Baker and Bird indicated that PRI could produce such a device. Accordingly, process design details were disclosed to Bird and others throughout the fall of 1994 and into 1995. Third, PRI constructed an experimental flexographic printer/coater, which was installed at the tower coater at the end of WPC's seven-color press at the end of February 1995, but this experimental unit was not requested by WPC.

18. The errors in the Rule 57 declaration statement quoted above in paragraph 17 were made inadvertently and without deceptive intent. The reasons for the errors in the above statement are that the Rule 57 declaration was prepared as part of the reissue papers in a short time period of four days prior to and including May 20, 1999, we did not have the opportunity to review all of the relevant 1994 and 1995 documents from WPC's and our files relating to this matter before execution of the declaration, and John Bird's letter of February 16, 1995 (**Exhibit G**), which was reviewed by us and was the first correspondence from PRI relating to construction of the interstation flexographic printer/coater by PRI, contained several errors, which we believe were unintentional and inadvertent.

19. Paragraph 5 of our Rule 57 Declaration also states in part, that
- "[i]n approximately January or early February 1995, Petitioners requested Printing Research, Inc. to design and to install on the first printing station of the triple tower press a flexographic printer/coater like the experimental coater installed on the seven-color press. This unit was installed on the seven-color press in approximately mid-March 1995. Thus, at or about this time, Petitioners' invention was disclosed or imparted, at least in part, to Printing Research, Inc.."

For several reasons, as explained below, this statement is also in error. First, we now know that we never requested the construction of an experimental unit. Second, following the disclosure of the '363 process to Steve Baker in the summer of 1994, we expressed our desire to Steve Baker, John Bird and others at PRI to obtain a retractable printer/coater with an anilox roller and a chambered doctor for upstream use with the '363 process. Baker and Bird indicated that PRI could produce such a device. Accordingly, process design details were disclosed to Bird and others throughout the fall of 1994 and into 1995. Third, PRI constructed an experimental flexographic printer/coater, which was installed at the tower coater at the end of WPC's seven-color press at the end of February 1995, but this experimental unit was not requested by WPC. Fourth, on or about February 11, 1995, a meeting was held at WPC in which PRI confirmed that it would construct and install such a retractable interstation device on the first printing station

of WPC's newly arrived six-color press. This first interstation device was the subject of a second confirmatory letter, dated May 12, 1995, from Bird to Jerry Williamson, which gave ninety (90) days for completion. The interstation device was actually installed on the first station of WPC's six-color press in late August or early September 1995, as noted in paragraph 15 above. Fifth, we first informed Steve Baker and PRI of our invention, as indicated above in paragraphs 5-6, in July 1994, and the details of the invention to Bird of PRI, as noted in paragraphs 8-9, in the fall of 1994.

20. The errors in the Rule 57 declaration statement quoted above in paragraph 19 were made inadvertently and without deceptive intent. The reasons for the errors in the above statement are that the Rule 57 declaration was prepared as part of the reissue papers in a short time period of four days prior to and including May 20, 1999, we did not have the opportunity to review all of the relevant 1994 and 1995 documents from our files relating to this matter before execution of the declaration and John Bird's letter of February 16, 1995, which was reviewed by us and was the first correspondence from PRI relating to construction of the interstation flexographic printer/coater by PRI, contained several errors, which we believe were unintentional and inadvertent.

21. In addition to the aforesaid errors, a number of errors pertaining to dates exist in the Rule 57 declaration. In paragraph 1, there is an indication that "in approximately June 1994", WPC ordered several presses from Heidelberg Drucksmaschinen A.G. True, an oral commitment was made in June between WPC and Heidelberger, but written confirmation did not occur until August, 1994. This error was made inadvertently, and without deceptive intent. We did not have the opportunity to review our corporate employer's files or our personal files when we executed the Rule 57 declaration on May 20, 1999. A similar date error as to the purchase of new press equipment occurred in the first sentence of paragraph 4, likewise made inadvertently and without deceptive intent.

22. Still other date errors occurred in paragraph 1 of the Rule 57 declaration:

"One of these presses, a seven-color press with a tower coater (the seven-color press") was installed at Williamson Printing in approximately October 1994 ... In approximately October-November 1994, Printing Research demonstrated to Petitioner's its end-of-press anilox coating system, known as the plate blanket coater."

The installation of the press identified was started in September 1994, not October 1994. Additionally, tests at PRI were conducted in October 1994 and December 1994, but under WPC's direction and control, as noted above in paragraph 9. Such errors in our Rule 57 declaration were made inadvertently and without deceptive intent.

23. Likewise, another date error occurred at the end of paragraph 3 of the Rule 57 declaration:

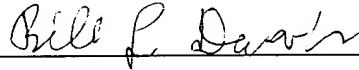


"The only correspondence we can find between Williamson Printing Corporation and Printing Research, Inc. after Exhibit 1, and prior to installation of the interstation printer/coater, is attached hereto as Exhibit 2."

After a chance to review WPC's and our own records, we found Bird's proposal of May 12, 1995, **Exhibit G**, and an assortment of documents pertaining to negotiations between the parties, **Group Exhibit K**. This is strictly an error in dates, as we previously declared that the first interstation unit was delivered in mid-March, 1995 (see Rule 57 declaration, paragraph 5 discussed above), when the first interstation unit was actually delivered in late August 1995 or early September 1995. See paragraph 15 above.

Other than the errors noted above, the remainder of the comments in the Rule 57 declaration not inconsistent with the statements made in this declaration after a review of our documents, we reaffirm as we still believe they are true and correct.

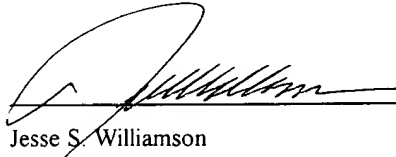
The undersigned Declarants state that all statements made herein of Declarants' own knowledge are true, and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.



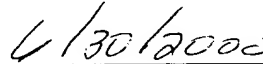
Bill L. Davis



Date



Jesse S. Williamson



Date

09315796-051801

MEMORANDUM

To: Jerry Williamson

From: Bill Davis

Subject: R&D Projects

Date: 12/16/94

Please find listed below various R&D Projects pending at this time.

1. Relief Plate System: A system for exposing and processing relief plates to be used on the tower coaters of our S/F presses. Also relief plates with a steel back will be needed for a UV coater on one of our web presses. BASF appears to have the best system at this time. Proposals have been submitted indicating a system cost of about \$80,000.

2. Test PRI EZ Coater (cartridge coater): The cartridge coater system made by Printing Research needs to be tested to see how suitable it is for our needs. Suggested locations for the system are as follows:

A. The 1st. printing unit for running water based metallic ink the WIMS process. Opaque white and other strong water based inks. Inter-station HV drying will have to work for this to be successful.

B. The last printing unit for coatings both gloss and dull, spot and flood coat.

C. The tower coater for water based metallic ink. The system is needed for application of any material which has particles that need to be kept in suspension while running such as metallics or scratch and sniff. The price for the basic system is \$54,950.

3. Test Heidelberg Chambered Doctor System: This version of a cartridge coater replaces the conventional (film split) coater on the coating tower. The concern is that some of the versatility is lost when the film split coater is removed. This unit will be tested at Heidelberg in January. The cost of this system is \$60,750.

4. Register Clamps: Additional register clamps will be needed for the printing units. Heidelberg price is \$8,730 per set including installation.

5. Materials Testing: Various materials need to be tested for their suitability. Tests on a conventional coater, cartridge coater and the LYL press should be done. Materials to be tested are:

- \* Water based metallics
- \* Water based opaque white
- \* Water based strong colors
- \* Scratch and sniff
- \* Blister pack coatings

Please find attached the schedule for press testing some of the above items.

Respectfully

Bill L. Davis

W013007

00315796-052201

MEMORANDUM

To: Jerry Williamson

From: Bill Davis  
Bob Emrick  
Jim Johnson

Date: November 18, 1994

Subject: Heidelberg Plate Clamps and Chambered Doctor System

---

Jerry,

We spoke to Bob Boyer and John Dowe today regarding the above reference. I have the following information on the Heidelberg Adjustable Plate Clamps for the coating tower unit.

1. Installation: Installation of this plate clamp system takes one man approximately 8 hours.
2. The installation of the plate clamps involves pinning the clamps to the cylinder. This would make it impractical to move the clamps from one coating tower to another.
3. Deliver time for the clamps was quoted at 6-8 weeks but Bob believes that this can be hurried up once an order is placed.
4. Pricing: Bob said that if a multiple purchase of more than one clamp is made, the price would be less 10% discount. This would mean that the cost of the clamp system for each tower coater would be \$8,730. Total budget for the 4 tower coaters on the first 3 presses would \$34,920. Total budget for all 5 presses or 6 tower coaters would be \$52,380.
5. The above pricing does include installation of each clamp system.
6. In response to Jesse's desire to run flexo metallics or PMS colors on one of the printing units, John Dowe has responded saying that in theory the plate clamp system could be mounted for this purpose.
7. John also mentioned that once the adjustable plate clamps are mounted on the coater blanket cylinder, it is necessary to use an aluminum crimped blanket bar in conjunction with the clamp system. This should not present a problem as we are using the crimp on aluminum blanket bars on all of our blankets anyway.

W013008

09315796-052201

MEMORANDUM

To: Jerry Williamson

From: Bill Davis

Subject: R&D Projects

Date: 12/16/94

Please find listed below various R&D Projects pending at this time.

Relief Plate System: A system for exposing and processing relief plates to be used on the tower coaters of our S/F presses. Also relief plates with a steel back will be needed for a UV coater on one of our web presses. BASF appears to have the best system at this time. Proposals have been submitted indicating a system cost of about \$80,000.

Test PRI EZ Coater (cartridge coater): The cartridge coater system made by Printing Research needs to be tested to see how suitable it is for our needs. Suggested locations for the system are as follows:

A. The 1st. printing unit for running water based metallic ink the WIMS process. Opaque white and other strong water based inks. Inter-station HV drying will have to work for this to be successful.

B. The last printing unit for coatings both gloss and dull, spot and good coat.

C. The tower coater for water based metallic ink.

A system is needed for application of any material which has particles that need to be kept in suspension while running such as metallics or scratch and sniff. The price for the basic system is \$54,950.

Test Heidelberg Chambered Doctor System: This version of a cartridge coater replaces the conventional (film split) coater on the coating tower. A concern is that some of the versatility is lost when the film split coater is removed. This unit will be tested at Heidelberg in January. A cost of this system is \$60,750.

Register Clamps: Additional register clamps will be needed for the printing units. Heidelberg price is \$8,730 per set including installation.

Materials Testing: Various materials need to be tested for their suitability. Tests on a conventional coater, cartridge coater and the LYL press should be done. Materials to be tested are:

- \* Water based metallics
- \* Water based opaque white
- \* Water based strong colors
- \* Scratch and sniff
- \* Blister pack coatings

Please find attached the schedule for press testing some of the above items.

Respectfully

Bill L. Davis

W013009

1022350-052201

October 26, 1994

Press Marketing

**Telefax to:** Jerry Williamson, CEO  
Jesse Williamson, President  
Williamson Printing Co.

Heidelberg USA, Inc.

**From:** John Doney

1000 Gutenberg Drive  
Kennesaw, GA 30144

**Subject:** Pre DRUPA Double Coater Press

Phone 404 419 0500  
Fax 404 419 6625

Dear Jerry and Jesse:

Mr. Bob Boyer brought your request for the Heidelberg factory to possibly have the DRUPA innovations of running register on the coating units and automatic register in-line, fitted to your Speedmaster CD102S+LYL. This machine is presently under construction and we hope that it will leave the factory in late December.

We regret to inform you that these features cannot be adapted to the present design due to several mechanical and electronic changes, which Mr. Boyer confidentially briefed you on. These options are only available on the DRUPA design machine which would be available in during the third quarter of 1995. They cannot be retrofitted to the existing design.

We confirm that it is now possible to retrofit the coating clamps that allow manual register adjustments and precise mounting of spot coating plates. Thus these could be fitted to the coating units of your existing presses, as well as the December pre-DRUPA CD102S+LYL.

We look forward to meeting with you here in Heidelberg during the week of December 10 to demonstrate the chambered doctor blade system for coating, and give you a private showing of the DRUPA design at the factory as well as a customer installation here in Germany.

Regards,



John Doney  
Marketing Director/Speedmaster

cc: Hans Peetz-Larsen  
Wolf Hager  
Mike Morgan  
Scott Brown  
Reginald Rettig, HDM/Germany

W013011

09315796-052201

Southwest Region

Heidelberg USA, Inc.  
1801 Royal Lane  
Suite 1012  
Dallas, TX 75229  
Phone 214 506 7000  
Fax 214 506 3476

November 8, 1994

Jerry and Jesse Williamson  
Williamson Printing Corporation  
6700 Denton Drive  
Dallas, Texas 75235

Dear Jerry and Jesse,

Pursuant to our conversations regarding the special plate clamps for our coating tower that facilitate the use of Cyrel or other flexo type plates to be mounted and registered, and the Chambered Doctor System for the coating tower, please note the attached information from our Factory.

I highly recommend that you place an order immediately for the special plate clamps so as to expedite factory shipment and installation on your Seven Color press for evaluation.

It is also my recommendation that in conjunction with our trip to Germany on December 10, 1994 to evaluate the Drupa CD Technology, we arrange a demonstration of the Chambered Doctor System. Upon your review and evaluation we can then proceed with your order for the system with the noted approximate delivery and installation times.

As always, it is a pleasure to work with you and your fine group of associates. I look forward to our trip to Germany and to continuing to build and strengthen our partnership.

Sincerely,



Bob Boyer  
Regional Manager  
Heidelberg USA, Inc.

cc: Bill Davis  
Bob Emerick  
Jim Johnson

W013013

BASE CORPORATION

PROPOSAL FOR

WILLIAMSON PRINTING CORPORATION

09415796-03201

W013015

October 13, 1994

Mr. Richard Torres  
 Pre-Press Director  
 Williamson Printing Corporation  
 6700 Denton Drive  
 Dallas, Texas 75235

Dear Mr. Torres:

We are pleased to offer Williamson Printing Corporation a proposal designed to provide you with the most advanced, efficient and profit producing plate technology in the world today. We are certain it will enhance your productivity, quality and safety while reducing your costs for many years to come.

The contents of this offering contain several financial enhancements that we believe will produce early satisfaction and substantial benefits for Williamson Printing Corporation.

We are delighted with your interest and consideration. We look forward to a long, friendly and beneficial relationship.

Sincerely,

Gregory Canty  
 Technical Sales Representative  
 Printing Plate Systems

Enclosures

cc: Carl Weber  
 Brian Reilly  
 File

0013016

00315796-052201



## BASF CORPORATION

BASF Corporation, headquarters in Parsippany, New Jersey, is now one of the ten largest chemical companies in North America with annual sales of over \$5 billion. Products manufactured by our 18,000 employees in North America make up more the 90% of BASF Corporation sales.

Key components of BASF's North American business included Fibers, Chemicals, Information Systems, Structural Materials and the Coatings & Colorants Division.

## COATINGS & COLORANTS

The Coatings & Colorants Division is composed of Automotive OEM Coatings, Automotive Refinishing Products, Printing Plates, Publication Inks and Container Inks and Coatings.

The Graphic Systems Operating Division within Coatings & Colorants now integrates BASF's printing products operations and substantially increases our ability to efficiently serve the Graphic Arts industry. This organization combines Printing Plate Systems and Publication Inks, Printing Plate Systems continual progress with its nyloless® flexographic plates and processing equipment as well as its nyloprint lines.

Plates, publication inks, coatings and pressroom chemical products position Coatings & Colorants as a broad based supplier to the Graphic Arts industry. Vertical integration in pigments (Chemicals Division, Holland, Michigan) and ink vehicles (Coatings & Colorants Division, Greenville, Ohio) provide the raw material technologies and supply consistency required of a major supplier.

With an extensive localized service and distribution network in the United States, Coatings & Colorants effectively combines all the benefits of large company capabilities with the personalized service of the best of smaller concerns. Coatings & Colorants brings these capabilities to all of the major printing markets.

Coatings & Colorants' strengths in the United States are reinforced by the worldwide strength of the BASF Group with headquarters in Germany.

Extensive research capabilities focused on all aspects of printing technology and supply keeps BASF on the leading edge of technology around the world.

W013017

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## TABLE OF CONTENTS

- I. Introduction
- II. Product and Benefits
- III. Proposal and Options of Financing
- IV. Proposed Plate Pricing
- V. Terms and Conditions
- VI. Rebate Proposal
- VII. Duration of Agreement
- VIII. Technical and Customer Service Support
- Appendix
  - Product Specification Sheets
  - Equipment Brochures
  - Quality Assurance

09315796-052201

## INTRODUCTION

BASF Corporation, Printing Plates Systems is pleased to offer this proposal for our nyloflex® LW 116 coating plates and processing equipment to Williamson Printing Corporation, Dallas, Texas. The benefits detailed in this proposal, such as optimized value, efficient service, product quality and consistency will in our opinion yield significant improvements.

## II. PRODUCT AND BENEFITS

### nyloflex® LW 116 Coating Plates

BASF coating plates have replaced hand-cut blankets to reduce press "make-ready" and downtime. They are suitable for either aqueous or UV coatings. These plates meet all of the requirements for fine detail coating jobs due to their capacity to hold high resolution elements. They offer high dimensional stability and are mounted comparable to any other printing plate. A register system facilitates accurate positioning.

The nyloflex® LW 116 coating plates represents an ideal combination of advantages.

High contrast

Sharp edges

Uniform coating film

No build-up of offset ink

### Technical Information

0.046 inches thick

0.001 inches Polyester base

0.036 inches relief depth

Shore A 75 hardness

Available sheet sizes: 35 x 42, 50 x 58, 51 x 57.8. 8 sheets per carton. LW 116, 35 x 42, are available at \$20.00 per plate.

W013019

102250" 96257E60

**nyloflex® RB 270 L Round Exposing Unit**

The newly developed BASF RB 270 L round exposing unit exposes nyloflex® coating plates. Different cylinder circumferences allow 1:1 transfer from negatives without time consuming and cost intensive film distortion.

**Advantages**

- Guide rails provide easy access to the exposing cylinder
- Exposing cylinders of differing diameters and widths are available as necessary
- Fast plate mounting with register bar using conventional register punch. The plate and film are mounted outside of the unit
- Easy to use wrap around vacuum sheet
- Fast vacuum build up
- Short exposure time with high output UV exposure lamps with reflectors
- Simple UV lamp function review
- Electronic timer

Table top unit supporting frame or legs available as extra accessories

**Technical Data**

|                      |                                                 |
|----------------------|-------------------------------------------------|
| Maximum plate size   | 32.5 x 55.25 inches*                            |
| Cylinder weight      | 410 lbs. gross, 220 lbs. net                    |
| Exposing unit weight | 915 lbs. gross, 540 lbs. net                    |
| Dimensions           | L 79.5 inches<br>W 32.5 inches<br>H 35.5 inches |
| Power                | 220 V, Three phase, 60 HZ, 16 amps              |
| Lamps                | 20 Philips TL 80 W, 10 R 59 1:16 inches         |

\* suited for diameters of 10.625 inches. Maximum exposure cylinder 10.625

**nyloflex® DW 135L Washout Unit**

The BASF nyloflex® DW 135L continuous flow washout unit provides a convenient, efficient method of processing DW 116 coating plates. The exposed plates are automatically transported by a roller system through the processing section. The nyloflex®

DW 135L utilizes the proven principle of friction washout with oscillating plush pads gently removing the unexposed photopolymer with a solution of 1 percent caustic soda maintained between 122 and 131° F. The system provides totally automatic washout, rinsing, and pre-drying.

#### Advantages

- Dry to dry plate handling
- User friendly operation and maintenance
- Easily removable, long lasting plush pads
- Individually adjustable plush pad supports
- Variable speed plate through put within a suitable range
- Digital displayed flow speed
- Pre-drying by circulated warm air
- Easily readable displays for water temperature and pre-drying temperature

#### Technical Data

|                      |                                               |
|----------------------|-----------------------------------------------|
| Maximum plate width  | 53.125 inches                                 |
| Minimum plate length | 15.75 inches                                  |
| Weight               | Approximately 1,430 lbs.                      |
| Dimensions           | L: 144 inches<br>W: 87 inches<br>H: 52 inches |
| Tank capacity        | 53 gallons each                               |
| Exhaust rate         | 280 feet per minute, 4 inch diameter          |
| Power                | 220 V. Three phase, 60 HZ, 16 amps            |

### nyloflex® F III Dryer

The BASF nyloflex® F III dryer provides an ease of operation in an energy efficient, user friendly unit. The F III dryer ensures uniform temperature distribution of  $-1^{\circ}\text{C}$  within the drawers. Operator safety is enhanced by an automatic shut off of the heating elements and circulation fans when opening the drawers. Additional safety features include an automatic shut down should temperatures exceed safety thresholds.

#### Advantages

- User friendly
- Uniform temperature distribution
- Energy efficient
- Automatic safety shut off

#### Technical Data

|                    |                                                 |
|--------------------|-------------------------------------------------|
| Maximum plate size | 36.25 x 47.25 inches                            |
| Dimensions         | L 80.8 inches<br>W 42.9 inches<br>H 36.2 inches |
| Weight             | 772 lbs.                                        |
| Exhaust            | 5 inches diameter                               |
| Power              | 220 V, Three phase, 60 Hz, 50 amps              |

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### III. PROPOSAL AND OPTIONS OF FINANCING

- A. BASF will supply, at a substantial discount, its nylotex<sup>®</sup> coating plates processing systems to Williamson Printing Corporation, Dallas, Texas.
- B. A certified BASF equipment engineer will assist you in the design of your platemaking facility, as well as the installation of the systems.
- C. Qualified BASF technicians will train the in-plant platemakers to properly operate and maintain the systems, maximizing their value.
- D. BASF will provide personnel at no charge to remain on location until all in-plant personnel are qualified in the proper platemaking skills. In addition we will conduct periodic quality control audits of systems procedures to ensure that plate preparation systems are correct and maximizing performance.

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invollex® COATING PLATE PROCESSING EQUIPMENT

| <u>Description</u>                           | <u>List Price</u> | <u>Williamson Printing</u> |
|----------------------------------------------|-------------------|----------------------------|
| RB 270L<br>32 x 55.25 inches                 | \$18,972          | \$14,373                   |
| DW 135L<br>Max. Plate Width 53.125<br>inches | \$62,937          | \$47,680                   |
| F III Dryer<br>36 x 47.25 inches             | \$32,367          | \$24,520                   |
| <b>Total</b>                                 | <b>\$114,276</b>  | <b>\$86,573</b>            |

Note: The above items have an approximate eight to twelve weeks delivery after receipt of written order. Shipping is F.O.B., Zeeland, Michigan.

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## EQUIPMENT PURCHASE OPTIONS

The following options are available to Williamson Printing Corporation from the BASF, Printing Plate Systems Division, and are as follows for the purchase of the desired equipment:

- OPTION 1** BASF will provide the desired equipment to Williamson Printing Corporation at the special price requiring a twenty-five (25%) down payment of \$21,643.25 with the order. Williamson Printing Corporation to pay the balance (\$64,929.75) in normal billing time of thirty (30) days.
- OPTION 2** BASF will provide the desired equipment to Williamson Printing Corporation at list price requiring a twenty-five (25%) down payment of \$28,569. Williamson Printing Corporation shall pay the balance of \$85,707 during a period of twelve (12) months in equal payments of \$7,142.25. No interest charges will apply.

BASF will apply plate purchases to our rebate program should Williamson Printing Corporation choose to accept Option 1. BASF will not apply plate purchases to our rebate program should Williamson Printing Corporation choose to accept Option 2. We will apply plate purchases to our rebate program after the payment period in the case of Option 2.

BASF will file the necessary UCC-1 forms while Williamson Printing Corporation pays for the equipment. In addition, Williamson Printing Corporation and BASF must sign an Equipment Sales Agreement.

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# VI. REBATE PROPOSAL

BASF proposes the following rebate schedule:

| <u>ANNUAL PURCHASE VOLUME</u> | <u>REBATE</u> |
|-------------------------------|---------------|
| \$ 25,000 - \$ 49,999         | 1.5%          |
| \$ 50,000 - \$ 99,999         | 2.5%          |
| \$ 100,000 - \$ 249,999       | 5.0%          |
| \$ 250,000 - \$ 499,999       | 8.0%          |

Rebate schedule applies only to plate purchases.

# VII. DURATION OF AGREEMENT

BASF submits this proposal to Williamson Printing Corporation with all prices on equipment confirmed as of October 13, 1994.

# VIII. TECHNICAL AND CUSTOMER SERVICE SUPPORT

## Technical Support

BASF provides a 24 hour, 7 days a week, Technical BASF hot line, 1-800-343-4700.

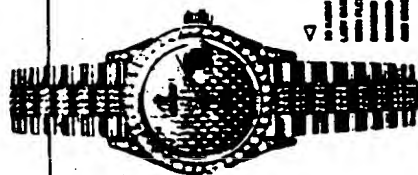
## Customer Service

BASF provides extended Customer Service office hours from 8:00 AM to 5:00 PM eastern time.

Priority Service - BASF will specify a Customer Service Representative to work with Williamson Printing Corporation to expedite orders and answer any questions that may arise.

00315796-052201

**A** 10-ACRE OIL LEASE (41.12 AC), OILFIELD SURVEY 200, 60TH NORTHERLY QUARTER 70



1. The first step is to identify the problem. This involves understanding the symptoms and the context in which they are occurring.



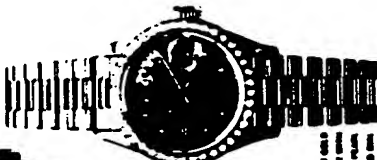
REPORTED FROM THE



(3) The following information was obtained from the records maintained by the Bureau of Motor Vehicle Registration:



▲ ABOUT 19 CITIES ON THE  
GULF COAST HAVE



1120 GARDEN CITY  
NEW YORK 10021  
NORTH 40  
NORTH 100  
NORTH 100  
NORTH 100

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I suppose it's... Perhaps you need a...  
...these books, at which we suggest you visit  
...Rusby Banks, & Biddle, and have one of our Rusby  
...formal assessment take you through our extensive  
...Rusby collection. Since 1932, we have been  
...providing the finest watches, jewelry, and  
...finest jewelry in the world, as evidenced by such things  
...That's why we carry only the finest quality gems.  
...machined into pieces that are as flawless as they  
...are beautiful diamonds, rubies, emeralds, and  
...pearls. Absolutely wicked to the world's most  
...persons (maybe a bit arrogant toward nature's  
...best). So, come in and view these glorious  
...treasures. And why? Rusby Banks & Biddle has  
...been the provider of choice for seven generations

When selecting your Riders watch out about our credit plan options, including the Club Account.<sup>®</sup> It enables you to extend the payments of your plan base cover to 60 months, with no finance charge.



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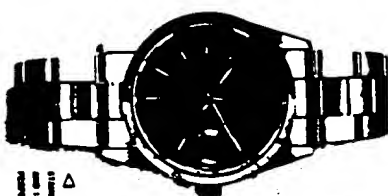
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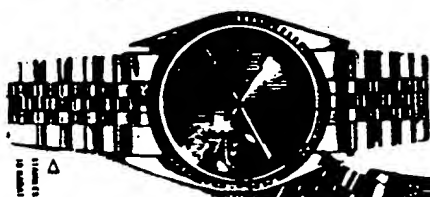


AND ANOTHER 2,000 YEARS  
TO DEVELOP ONE THIS GOOD.

*W*hile past centuries  
have struggled  
to find a reliable  
method of measuring  
time, you have a considerably easier  
solution: simply stand upon a Rolex. Behind  
the steel that bears the Rolex emblem lies  
a movement of extraordinary design and  
craftsmanship. Whether you choose quartz or  
the famed Perpetual self-winding movement,  
it will be housed securely in a block of solid 18  
carat gold or stainless steel. (Serving you a  
watch that is seemingly impervious to the  
rigors of modern civilization (the you can  
depend on for years and years and years.



△  
Oyster Perpetual  
18K gold case and  
bracelet, 18K gold  
dial, 18K gold  
case and bracelet.



△  
Oyster Perpetual  
18K gold case and  
bracelet, 18K gold  
dial, 18K gold  
case and bracelet.



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Oyster Perpetual  
18K gold case and  
bracelet, 18K gold  
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Oyster Perpetual  
18K gold case and  
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dial, 18K gold  
case and bracelet.



△  
Oyster Perpetual  
18K gold case and  
bracelet, 18K gold  
dial, 18K gold  
case and bracelet.

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HEAD OFFICE  
Springfield House  
Lower Beeston Road  
Darwen, Blackburn, Lancashire,  
BB9 6PP, England.

Tel: 01254 700000  
Telex: 63297 WOLBRC G  
Fax: 01254 070000

DATE: 7 March 1995  
COMPANY: Williamson Printing  
FAO: Jesse Williamson  
FROM: Mike Yates cc HER/SC/HCM  
SUBJECT: WIMS Visit  
NO. OF PAGES: 1 (incl. this one)

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x

If this fax is illegible or incomplete please contact me on 01254 07 47 33

Dear Jesse,

Please convey the thanks of Harry, Helen and myself to all the Williamson Printing staff who gave up so much of their time over the last few days. All the journalists were extremely complimentary of the reception they had received and the quality of input from all concerned in Dallas.

It is going to be difficult to measure the impact that the visit will make on the up-take of the WIMS process initially. But over a period of time, after the articles have been published and absorbed, I'm sure we will begin to see the benefits (sales revenue!!).

In the meantime, at Wolstenholme we know we have a great deal more work to complete in order to provide a suitable water-based ink system which will allow the maximum to be achieved from the WIMS 2 process. The immediate aim in Darwen is to de-brief Steve on the results of the test runs at Printing Research in order that we can progress our laboratory work.

We will be in touch with Bill again soon in order to make arrangements to supply a new batch of coating, based on our new resin formulation, which we think will provide another step improvement in the properties desired.

Hope that the weather in Dallas has returned to normal following our departure and thank you all very much again for your wonderful hospitality.

Kind regards,

Michael J. Yates

W013031

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HEAD OFFICE  
Springfield House  
Lower Scaleshill Road  
Darwen, Blackburn, Lancashire,  
BB9 6PP, England.

Tel: 01254 700000  
Telex: 66209 WOLSTENHOL  
Fax: 01254 670000

DATE: 18TH APRIL 1995  
COMPANY: WILLIAMSON PRINTING CORPORATION  
FAO: LESLIE - JESSE WILLIAMSON'S SECRETARY  
FROM: TRACEY  
SUBJECT:  
NO. OF PAGES: 4 (incl. 000 cover)

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X

If this fax is illegible or incomplete please contact me on 01254 874721

Dear Leslie,

Please find attached, Gary Doughty's report as requested.

*Tracey*

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## WILLIAMSON PRINTING ROLLS-OUT REVOLUTIONARY NEW PROCESS

**Dallas, TEXAS - March 4, 1995.** Williamson Printing Corporation has patented a new process that dramatically increases opportunities for graphic expression using metallic inks. This highly advanced technology called WIMS, for Williamson Integrated Metallic Systems, is now being offered by the Dallas-based company throughout the international graphic arts industry. The unique process makes possible true merging of metallics with other inks to achieve heretofore unattainable realism and visual impact in print.

WIMS incorporates proprietary powders, color separation techniques, and press work perfected after years of research and development by Williamson, its Classic Color Corporation subsidiary, and Woitstenholme International of Darwen, Lancashire, England. WIMS has already enhanced award-winning work ranging from duotone to seven color images for such diverse products as ROLEX watches and LEVIS 501 jeans. The innovation is undergoing further development and Williamson expects to soon introduce a second generation, called WIMS II, that incorporates their Litho-FLEX process offering additional printing applications.

### FOR MORE INFORMATION CALL

Jesse Williamson, President  
Williamson Printing Corp.  
214/904-2114

### WIMS PROCESS

WHAT ARE THE BENEFITS TO THE END USER - WHAT EXTRA DOES IT GIVE YOU/WHAT ARE THE ADVANTAGES?

1. Realistic reproduction of metallic objects in print.
2. Artistic applications ranging from lifelike to surrealistic, depending on how and where the metallic effects are applied to an image.
3. Walk-by appeal. The reflectance of the printed image changes subtly as the viewing angle changes (somewhat akin to holography). This effect can occur when walking by a point-of-purchase display, when viewing a bus-mounted advertisement, when driving past a billboard or the simple act of turning a magazine page.
4. Increased attention span. The unique characteristics of metallic ink printing and the range of applications entice the viewer to look more closely at the

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reproduction, thereby enhancing viewer memory of the advertised product or service.

5. In the past few years metallic spot colors have become quite popular. These are inks made by mixing given percentages of metallic ink, generally gold or silver and some process or other spot color ink. To use multiple metallic spot colors on a page different inks would have to be formulated and run for each color. With the WIMS system these colors could be emulated using metallic and process screen tint mixes in the same way spot colors are emulated with process tint combinations today.

#### HOW IT WORKS (IN RELATION TO THE NORMAL FOUR COLOUR PROCESS).

1. Up to two additional separations (gold and/or silver) are produced from the original artwork.
2. The four colour separations are adjusted to accommodate the additional ink being printed in the metallic areas.
3. Since there are up to five colors to be printed in a given area screen moires are a potential concern. Historically, great effort was taken to mask out the least printing (tertiary) color so that only a maximum of four screened colors remained. This step can obviously be avoided with stochastic screening where screen moire is no longer an issue. We have also had great success using conventional screening at fine-line resolutions (175 line or higher) and duplicating the angle in the metallic sep with one of the traditional 4/c angles (gold at the same angle as magenta, silver at the same angle as cyan).
4. Proofing is typically done using DuPont Cromalin. Because of the larger particle size of the Cromalin powder vs the particle size used in offset inks there is a slightly greater sheen in the off-press proof than is achieved on the final printed piece. This is probably more true in areas where gold ink is printing than is silver.
5. Since silver and gold inks are both inherently opaque they are printed as the first-down colors. The remaining 4-color inks are printing in normal sequence though some adjustment of tack-rating may be required.
6. Some care must be taken with the metallic inks once they are out of the can to avoid tarnishing and oxidation of the inks.



## IS IT APPLICABLE TO TWO AND THREE COLOR PROCESSES AS WELL?

Yes. There are some highly sophisticated B&W photographic printmaking processes utilizing platinum emulsions. These artistic methods are easily and realistically reproducible using black and gold inks in offset lithography. Old Daguerreotypes have an inherent metallic quality reproducible in this process as well.

## DOES THE PRINTING PROCESS CHANGE?

The key issue here is the in-line drying of the metallic inks so the process colors may be successfully overprinted on a single pass through the press. This can be achieved with good ink trapping and overprint measurements by the use of interstation dryers, which force warm air over the sheet as it passes between printing units; leaving a vacant unit between the metallic ink printing unit and the first process ink printing unit to allow more drying time and/or manipulating the properties of the ink vehicle itself to achieve improved ink set-up and drying characteristics. Much work in this regard has been accomplished by Wolstenholme.

## HOW MUCH EXTRA DOES IT COST? HOW DIFFICULT/EASY IS IT?

Whether 5 or 6 color (4 color process plus gold and/or silver) there are inherently 25-50% more films, proofing layers, plates and printing units than would be required for straight 4 color process printing. These additional costs can be projected on a fairly linear scale.

Other costs factors have traditionally been the need to manually create the additional (gold and/or silver) separations on expensive high-end computer prepress systems and to print these pieces by "dry-trapping" the process colors over the metallics on press (i.e. running the job through the press twice). In the WIMS system, we have accomplished single-pass (wet-trapping) of the metallic and process inks which results in only half the press time previously required. On the front-end (separation) side, the color selective range tools, alpha channel masking and layering capabilities of Adobe Photoshop 3.0 and other high-end desktop color software, combined with Applescript and other automation tools should help drive down the costs of creating the additional metallic seps. As seven-color (Hi-Fi) separation software tools come to market there are certainly opportunities to use these tools in the creation of metallic color separations also.



Printing Research, Inc.

"Mark-less" Super Blue®

May 12, 1995

Mr. Jerry Williamson  
Williamson Printing Corp.  
6700 Denton Drive  
Dallas TX 75235-4497

Dear Jerry,

It was a great pleasure for Steve Garner and me to meet with you, Jesse Williamson and Bill Davis. The following confirms our discussion:

1. **EZ Interstation Flexo Printer/Coater**

- A. Lithoflex as used by PRI to describe its EZ Printer/Coater process is not in conflict with WPC.
- B. PRI is preparing comment for an upcoming coating article in Graphic Arts Monthly relative to the EZ Printer/Coater family, as well as a presentation for the GATF Sheetfed Conference June 25-27, 1995. Both GAM and GATF would like input from WPC. We are suggesting that they both contact you direct.
- C. An order for one Super Blue EZ Interstation Flexo Printer/Coater (your PO 3315) for installation on the first printing unit of your Heidelberg Speedmaster CD 6+LYL is in hand. We anticipate delivery to be approximately 90 days. The price of the coater is to be negotiated. WPC will continue to use PRI's experimental coater installed on the Heidelberg Speedmaster CD 7+L press until PRI has delivered and installed the EZI.
- D. A separate discussion document addressing exclusivity is attached.

2. **Heidelberg Speedmaster CD 6+LYL (Press #3)**

- A. Gloss readings have been taken of the spot water based primer UV overcoat printing job that had various products (golf club, sports shoe, electrical connectors, etc.). The findings are as follows:
  - 1. Highlight areas - 97 points (toe of shoe)
  - 2. Heavy black solids - 74 points (electrical connectors)
  - 3. Solid blue - 84 points (credit card)

We all concluded that this was a classic case of dry back and that we should press forward with the installation of HV on this press to alleviate such dry back problems and also to dry metallic or specialist water based inks in the future.

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Mr. Jerry Williamson

Page 2

- B. The UV lamps in the upsweep of the delivery are to be moved to the lower last horizontal aperture in the extended delivery to:
1. Minimize spray powder contamination when running spot UV applications.
  2. Minimize the effects of sheet flutter on the cure of UV coatings. This needs to be carried out as soon as is convenient to WPC.
3. Heidelberg Speedmaster CD 8+L (Press #5)
- A. This press is to be supplied UV ready for maximum flexibility. All indications up to this point are that the water based flexo metallic, even when thoroughly dry, will be prone to pile and back trap when applied on early units of a press. The application of UV metallic appears to overcome this problem. The installation of UV throughout would enable WPC to print litho, flexo on any unit, assuming EZ Flexo Printer Coaters were installed, on any substrate at maximized press speeds.
- B. PRI is to furnish WPC with a proposal for an 11 lamp 'Cold' UV system for this press.
4. Web Offset 38 Inch UV Coating System
- A. PRI is to arrange a visit for WPC to Sheffer's installation of a UV coater on a Heidelberg Harris M1000 in Portland, Tennessee.
- B. PRI is to prepare a proposal for a joint Sheffer/PRI coater package for installation on WPC's newly proposed press.

We look forward to a continued successful partnership.

Sincerely yours,

*John Bird*

John Bird  
Product Manager

JB:ln

Enclosures:

cc: Jesse Williamson/Williamson Printing Corp.  
Bill Davis/Williamson Printing Corp. ✓  
Bob Emrick/Williamson Printing Corp.  
Steve Garner/PRI  
Steve Baker/PRI

W013038

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Printing Research, Inc.

"Mark-less" Super Blue®



**WPC/PRI PARTNERING AGREEMENT FOR THE SUPER BLUE EZ  
INTERSTATION FLEXO PRINTER/COATER**



1. PRI agrees to manufacture and supply one Super Blue EZ Interstation Flexo Printer/Coater (PO #3315) on an exclusive basis.
2. Exclusive is to be interpreted to mean that PRI will not supply to printers in the commercial litho offset printing market for a period and territory to be defined.
3. Exclusions include the litho offset printing markets of folding carton, label, and greeting cards.
  - A. North America, including Mexico and Canada, will be exclusive to WPC for 12 months from the date of delivery of the EZ Interstation Flexo Printer/Coater (PO #3315).
  - B. Texas and its contiguous states (Louisiana, Arkansas, Oklahoma, New Mexico) and including Arizona and Colorado will be exclusive for a further 6 months, equaling 12 months from the date of delivery of the EZ Interstation Flexo Printer/Coater.
4. PRI defines 6 months and 12 months exclusivity 3A and 3B to mean PRI will not accept an order for a Super Blue EZ Interstation Flexo Printer/Coater for installation on a printing unit prior to the last printing unit of a press.
5. PRI may request during the term of this agreement to supply to other commercial printers and WPC may not reasonably decline.

09315796-052201

February 16, 1995

Mr. Jesse Williamson  
Williamson Printing Company  
6700 Denton Drive  
Dallas, Texas 75235

214-904-2100 (Phone)

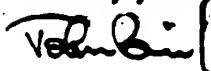
Dear Jesse,

Further to our meeting of 2-11-95 we confirm the following:

1. We are producing an experimental EZ interstation flexo printer coater for installation on your Heidelberg Speedmaster CD 6 color + LYL, 40 inch press with a target to be installed and operational date of March 15, 1995. This unit for adaptation to the first coating tower of the LYL.
2. The experimental EZ coater will have a coating face length of 39.5 inches. Production models for the Coater position 'L' will have a coating face length of 40.55 inches and for interstation printing unit positions will have a coating face length of not less than 38 inches.
3. The experimental EZ coater will be supplied at no charge to Williamson Printing Company. We anticipate that this unit will be replaced by a production unit at a later date.
4. We have enclosed updated proposals for Super Blue EZ interstation flexo printer coaters for installation on your Heidelberg Speedmaster CD presses.

We look forward to serving your needs and thank you for your interest in our Super Blue range of products. For more information please contact us at 1-800-627-5537.

Sincerely yours,



John Bird  
Product Manager

JB:tj

cc: Bill Davis - Williamson Printing Company  
Howard DeMoore  
Steve Garner  
Ed Schaffler  
Dave Douglas  
Steve Baker

**PRIVILEGE LIST FOR PREPARATION OF APPLICATION  
LEADING TO U.S. PAT. 5,630,363 MAY 4, 1995 - AUGUST 14, 1995**

| <u>Item</u> | <u>Date</u>         | <u>Author</u>                       | <u>Addressee</u> | <u>Claim Description</u>                                                                |
|-------------|---------------------|-------------------------------------|------------------|-----------------------------------------------------------------------------------------|
| 1           | 5/16/95             | Al Hall - Jones Day<br>Reavis Pogue | Bill Davis       | Transmittal letter, advice of counsel<br>and 1 <sup>st</sup> draft patent application   |
| 2           | 5/16/95-<br>7/13/95 | Bill Davis                          | Al Hall          | Comments on 1 <sup>st</sup> draft patent<br>application                                 |
| 3           | 6/30/95             | Jones Day<br>Reavis Pogue           | WTC              | Statement for May 1995 showing<br>intense drafting activities of Hall<br>5/3/95-5/14/95 |
| 4           | 7/14/95             | Al Hall - Jones Day<br>Reavis Pogue | Bill Davis       | Transmittal letter with second draft                                                    |
| 5           | 7/15/95-<br>8/13/95 | Bill Davis                          | Al Hall          | Comments on 2 <sup>nd</sup> draft patent<br>application                                 |
| 6           | 7/25/95             | Jones Day<br>Reavis Pogue           | WTC              | Statement for June 1995                                                                 |
| 7           | 8/14/95             | Al Hall                             | Bill Davis       | Transmittal letter, advice of counsel<br>and final draft patent application             |

W013043

MEMORANDUM

To: Jerry Williamson

From: Bill Davis

Subject: Heidelberg Demonstration

Date: 01/14/95

Please find listed below a list of objectives for our trip to Heidelberg, Germany 1/17/95 thru 1/21/95.

DRUPA Presses: Observe and note the following physical and theoretical differences in the DRUPA presses and our current presses.

1. Operational differences.
  - \* Feeder
  - \* Units
  - \* Extension Delivery
  - \* Coater
  - \* Inker
  - \* Dampener
  - \* Pre Sets
  - \* Console
  - \* Automation
  - \* Speed
2. Physical differences
  - \* Size L x W x H
  - \* Weight
  - \* Electrical requirements
  - \* Compressed air
  - \* BTU requirements
3. German printer's comparisons to older presses
  - \* Print Quality
  - \* Inking
  - \* Dampening
  - \* Automation
  - \* Speed

Press Improvements: Discuss problems, concerns and future improvements.

1. Register marks need to be smaller.
2. Wireways need to be larger for 7 and 8 color presses.
3. Need more room to accommodate auxiliary systems.
  - \* IR Dryer
  - \* HV Dryer
  - \* Chill water
4. Need precision control for impression cylinder air blow down.
5. Need duct from gear side to work side of press to accommodate chill water pipe.
6. Need wider catwalks. <sup>4"</sup>
7. Chain Lube - Clarify Oil or Grease

Chambered Doctor System:

1. Provide test order to Heidelberg and Wolstenholme
  - \* see attached form.
2. Observe and note test results.
  - \* Gold and silver particle size in microns
  - \* Viscosity seconds thru #3 Zahn cup

W013045

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Test Sheets For Chambered Coater - Doctor System - Germany Trip.

Form 1  
-----

Coater Printability Test Form -

- (1) Coater Plate - (Gold and Silver - Same Plate)  
Coat Amount of Sheets Gold  
Coat Amount of Sheets Silver

- (3) Litho Plates  
Black  
Black  
PMS Blue (Match color - Close to PMS 293)

Run Sheets coated with Gold through press printing the Black, Black, and PMS Blue (overprint).

Run Sheets coated with Silver through press printing the Black, Black, and PMS Blue (overprint).

\* Hold back some gold and silver without overprinting for additional observation.

Form 2  
-----

WIMS Test Form -

- (2) Coater Plates: (A) Silver WIMS - (B) Gold WIMS

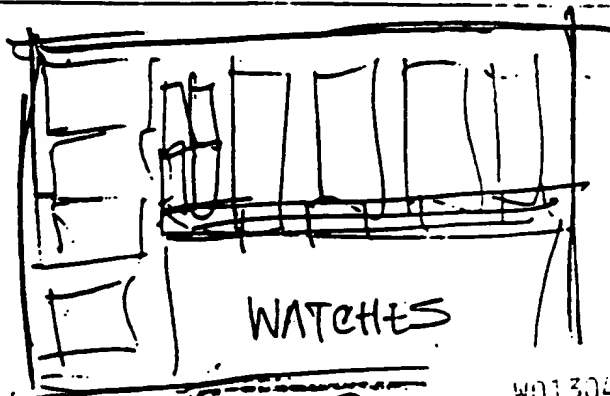
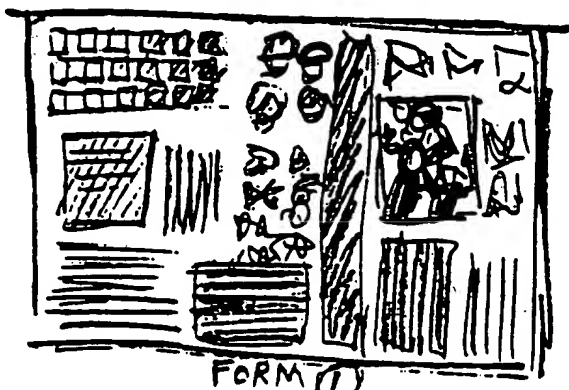
Mount Plate (A) - Run Amount of Sheets - SILVER = "# 1 SHEETS"  
Mount Plate (B) - Run Amount of Sheets - SILVER = "# 2 SHEETS"

Change to GOLD  
-----

Continue with Plate (B) - Run "# 1 Sheets" - GOLD  
Mount Plate (A) - Run "# 2 Sheets" - GOLD

- (4) Litho Plates - Four Color Process  
Overprint Above Coated sheets

\* Hold back some of each coated sheet without overprinting for additional observation.



W013046





Printing Research, Inc.

"Mark-less" Super Blue!

May 12, 1995

Mr. Jerry Williamson  
Williamson Printing Corp.  
6700 Denton Drive  
Dallas TX 75235-4497

Dear Jerry,

It was a great pleasure for Steve Garner and me to meet with you, Jesse Williamson and Bill Davis. The following confirms our discussion:

1. **EZ Interstation Flexo Printer/Coater**
  - A. Lithoflex as used by PRI to describe its EZ Printer/Coater process is not in conflict with WPC.
  - B. PRI is preparing comment for an upcoming coating article in Graphic Arts Monthly relative to the EZ Printer/Coater family, as well as a presentation for the GATF Sheetfed Conference June 23-27, 1995. Both GAM and GATF would like input from WPC. We are suggesting that they both contact you direct.
  - C. An order for one Super Blue EZ Interstation Flexo Printer/Coater (your PO 3315) for installation on the first printing unit of your Heidelberg Speedmaster CD 6+LYL is in hand. We anticipate delivery to be approximately 90 days. The price of the coater is to be negotiated. WPC will continue to use PRI's experimental coater installed on the Heidelberg Speedmaster CD 7+L press until PRI has delivered and installed the EZI.
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2. **Heidelberg Speedmaster CD 6+LYL (Press #3)** W000608
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    1. Highlight areas - 97 points (toe of shoe)
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We all concluded that this was a classic case of dry back and that we should press forward with the installation of HV on this press to alleviate such dry back problems and also to dry metallic or specialist water based inks in the future.

W013048

Mr. Jerry Williamson  
Page 2

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We look forward to a continued successful partnership.

Sincerely yours,

*John Bird*

John Bird  
Product Manager

JB:ln

Enclosures:

cc: Jesse Williamson/Williamson Printing Corp.  
Bill Davis/Williamson Printing Corp. ✓  
Bob Emrick/Williamson Printing Corp.  
Steve Garner/PRI  
Steve Baker/PRI

W000609

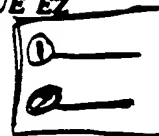
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Printing Research, Inc.

"Mark-less" Super Blue

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INTERSTATION FLEXO PRINTER/COATER**



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3. Exclusions include the litho offset printing markets of folding carton, label, and greeting cards.
  - A. North America, including Mexico and Canada, will be exclusive to WPC for 6 months from the date of delivery of the EZ Interstation Flexo Printer/Coater (PO #3315). <sup>12</sup>
  - B. Texas and its contiguous states (Louisiana, Arkansas, Oklahoma, New Mexico) and including Arizona and Colorado will be exclusive for a further 6 months, equaling 12 months from the date of delivery of the EZ Interstation Flexo Printer/Coater. <sup>21</sup>
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